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MARCH/APRIL 1990

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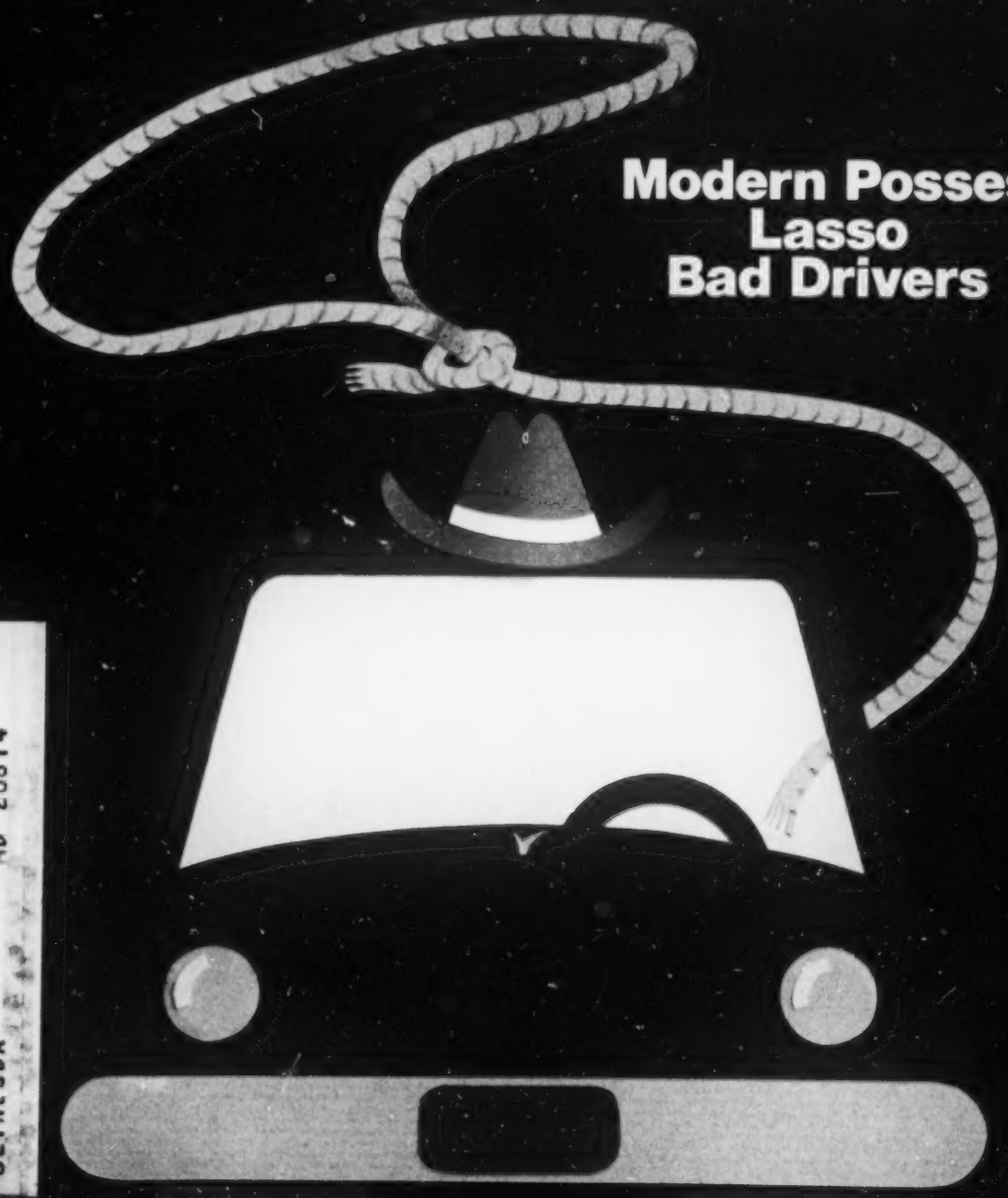
National Safety Council

TRAFFIC SAFETY

Modern Posses Lasso Bad Drivers



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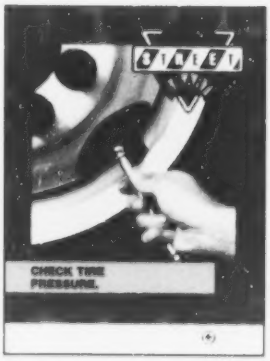

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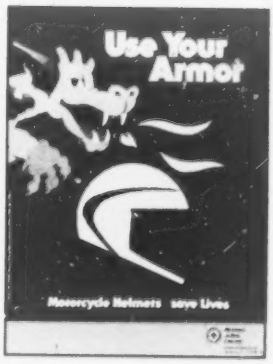

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Traffic Safety is dedicated to the prevention of traffic accidents and crash loss reduction through the presentation of objective information and responsible opinion to official agencies, public support groups, driver education teachers, and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

Publisher: Kevin H. Axe (312) 527-4800, ext. 7101

Editor: Roy Fisher (312) 527-4800, ext. 7108

Coordinator: Richard Frisbie

Managing Editor: Susan-Marie Kelly, (312) 527-4800, ext. 7114

Associate Editors: James W. Lahey and Peter Minetos

Art Director: Anne F. Malone

Cover: Constructs Studio, art; Terry Vitacco, photo

Director, Publications Marketing: Kevin Shanley, (312) 527-4800, ext. 7401

Advisors

Noel Bufe, Ph.D., *director, Traffic Institute, Northwestern University, Evanston, Ill.*; *vice president for traffic*, Walter D. Weiss, *group director of safety, Leaseway Transportation Corp., Birmingham, Mich.*; *vice president for motor transportation*; Neil Boot, *director, driver improvement programs*; Ted E. Dudzik, *traffic law enforcement and police records specialist*; Jan Hazlett, *school transportation safety specialist*; Tim Kennedy, *occupant restraint specialist*; Al Lauersdorf, *alcohol programs administrator*; John McCarthy, *manager, program development and training, driver improvement programs*; Harold Thompson, *manager, highway traffic safety services*; Lester B. Sokolowski, *director, motor transportation*; James Solomon, *administrator of training, driver improvement programs*; Richard L. Tippie, *director, transportation safety*.

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March/April 1990

National Safety Council

TRAFFIC SAFETY

Vol. 90 No. 2

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TWO-WAY STREET

Oblivious Drivers

COMMENTS on your (vehicle options) survey:

Seat belts: EVERYONE knows how effective they are whether they are bright enough to wear them or not. Enough said.

Cruise control: I know of one accident where the driver was not as attentive as he should have been because he was using cruise control. He found himself daydreaming much more because his mind was not occupied with "driving" the car.

In addition, when people use cruise control, they tend to move their feet away from the gas — and brake — pedals, thus making their reaction time longer.

Telephones: One of my biggest pet peeves. A week seldom goes by when I do not witness drivers — using a car phone — drift out of their lane, cut someone off, make an illegal lane change or other stupid action because they are too busy talking on the phone and writing on those little suction-cup paper pads stuck to the inside of their windshields.

Their actions are usually of the type that cause others to react and get into accidents while they drive off, oblivious to life in the fast lane. People who find it necessary to talk and drive at the same time should put on a headset type receiver when they get into the car and not take it off until they get out — thus leaving their hands free to do something beneficial like drive the car.

Ford T. Sakata
Safety Specialist
Melrose Park, Ill.

This space is for dialog with members of the professional traffic safety community, either through your letters or through excerpts from the kind of public comments experts might have put in letters to us if they had got around to it.

Address brief letters to "Two-Way Street," TRAFFIC SAFETY Magazine, National Safety Council, 444 N. Michigan Ave., Chicago, IL 60611.

Letters may be edited. Views expressed do not necessarily represent the opinion of the National Safety Council.

Flexible Chin Bars

Full-face motorcycle helmets are widely used and provide valuable protection against facial injuries. However, in recent years international reports have suggested a link between skull-base fractures in fatally injured motorists and the wearing of full-face helmets.

Research by the Australian Craniofacial Unit has identified the likely cause as the rigidity of the helmet face bar. An impact to the face bar may be passed back through the chin strap and lower jaw with fatal consequences.

As a result of these findings, the Australian Craniofacial Unit joined forces with the South Australian Centre for Manufacturing Pty. Ltd. to develop improved helmet designs.

These involve modifications to the lining and front of the helmet:

- A redesigned chin bar, which impedes rearward movement of the helmet relative to the head
- Two adjustable cheek bars designed to retard the rearward movement of the helmet
- An inner helmet that can move independently of the outer shell, through the use of energy-absorbing materials.

We are now seeking expressions of interest from manufacturers.

John D. Cambridge
Chief Executive Officer
South Australian Centre
for Manufacturing Pty. Ltd.
PO Box 413, Woodville
South Australia, Australia

Pedestrians With Wheels

It's too late to do anything about it in the U.S. now, but a bicyclist should really be viewed as a pedestrian with wheels rather than the operator of a vehicle without an engine. Failure to understand this has led to a lot of our problems in mixing bicycles with motorized vehicles on the streets.

The Dutch understand bicycles better. In a nation of 14 million, they own 11 million bikes. There are 9,000 miles of bike paths. Train stations have ample parking for bikes, and rail passes allow cyclists to take their bikes on board. Last year the Dutch government launched a program to combat air pollution by encouraging bicycle use even more.

According to *World Watch* magazine, only 2.7 million Americans commute regularly by bicycle. Many more would use bikes if they found it safe and convenient. All it would take would be more designated bike lanes, bike parking at commuter stations and higher auto parking taxes.

Covering a mile on a bike takes 35 calories and is good for you.

An auto traveling a mile burns 1,900 calories of fossil fuel.

Stan Novak
St. Louis

SURVEY

HOW ARE THINGS IN GLOCCA MORRA?

Survey inquires about your community

THIS month's survey relates to several of the articles appearing in this issue. Sometimes, what works in one town doesn't work in another. Conversely, there are times when new techniques are so successful they spread faster than people realize. We'd like to know what's happening in your area.

TRAFFIC SAFETY will tally your answers and pass along to the traffic safety community what you're telling us.

Comments Invited

Make your answers as extensive as you like. You can either check off the answers to the questions below and stop or add your comments as well.

You can just tear out this page and send it in. Or, if you have to share your copy of TRAFFIC SAFETY with others, you may want to photocopy the page. Then you can write your comments on the back.

Mail your responses to:

TRAFFIC SAFETY Survey
National Safety Council
444 N. Michigan Ave.
Chicago, IL 60611

	Yes	No
1. Does your community have formal cooperation between public agencies and private organizations on traffic safety like the Community Traffic Safety Program described in "Cooperation Down the Road"?		
2. Would it be a practical idea in your town for drivers with cellular telephones to report instances of drunken or reckless driving to police as they are occuring?		
3. Could reports be useful that came from radio-equipped vehicles through their dispatchers?		
4. Would reporting be useful via CB radio?		
5. Does your accident record system provide immediate analysis of problem intersections?		

Trucks To Right May Be Wrong

Restricting trucks to the right lane on limited access highways does not increase safety for other motorists, but could increase hazards, according to a survey by the AAA Foundation for Traffic Safety.

If a highway has a high volume of truck traffic, keeping trucks nose to tail in the right lane leaves fewer acceptable gaps for traffic entering the highway from ramps. This makes it difficult for oncoming motorists to merge and thus creates a hazardous situation, the report said.

For more information, contact the foundation at 1730 M. St., NW, Suite 401, Washington, DC 20036 or call (202) 775-1456.

Looks Like 65 MPH Is A Killer

A study indicated that highway fatalities have doubled since Interstate speed limits were raised to 65 mph in 1987, the *Journal of the American Medical Association* reports.

A study of accidents on New Mexico's highways showed fatalities increased to 2.9 deaths per 100 million vehicle-miles traveled, nearly twice the predicted 1.5 deaths per 100 million vehicle-miles.

Although alcohol and safety belt use were involved significantly in the fatalities, there was no difference of percentage of involvement before and after the speed change. But the percentage of victims ejected from their vehicles increased from 49 percent before the change to 70 percent the year after.

The report said, "Because the energy released in a crash is directly proportional to the square of the velocity of the vehicle at the time of impact, a small increment in speed will greatly increase the energy of the crash."

Worker Safety Design Winners Told

The National Research Council has announced 37 winners of its contest for innovative ideas to protect highway maintenance workers.

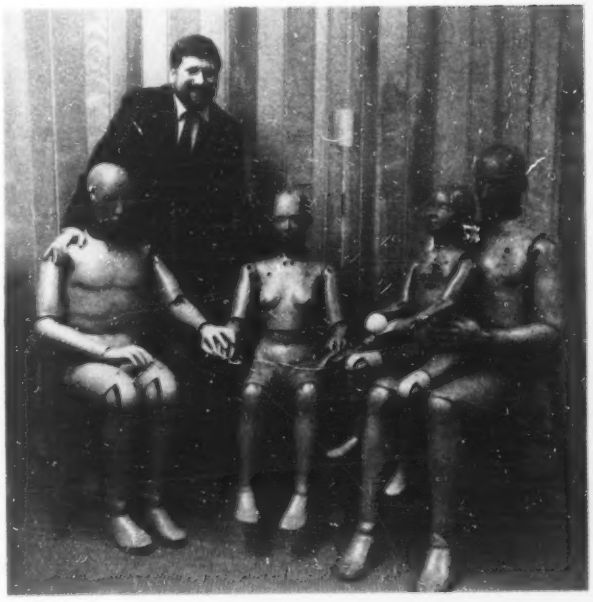
The three top winners included:

- A special lighting system for the back of snowplows and salt spreaders that makes them more visible;
- A sign alerting drivers to construction ahead that can be easily installed and moved;
- A quickly installed mobile crash-protection device that closes off an entire traffic lane.

Crash-Dummy Family Created

At first, the challenge sounded easy to Dr. Richard L. Stainaker: Design a family of auto-crash dummies.

But the professor of mechanical engineering at Ohio State University found that making the standard Hybrid III dummy smaller would't be enough. Hybrid III represents the"average" adult male. His project is to design a 103-pound female, a 226-pound male and a 45-pound child crash dummy.



Working under a grant from the Center for Disease Control (CDC), his job is to scale responses of the three new dummies up or down from Hybrid III. But he found that fitting the right instrumentation into the smaller bodies was a real problem, according to the university's publication, *News in Engineering*.

It is estimated that the cost of the new dummies will be about the same as that for Hybrid III — $100,000.

The picture shows Stainaker with Hybrid III and the rest of the new "family."

Achtung! Don't Jaywalk In Milwaukee

Visitors to Milwaukee can have an unpleasant experience if they jaywalk in the city.

It has long had a toughly enforced law against the practice and out-of-town offenders have been spreadeagled, searched and taken to the station with sirens screaming. Once there, they have had to post bond of $37, the maximum fine for jaywalking, reports the *Wall Street Journal*.

The police chief told the newspaper that the city has cut its pedestrian deaths "significantly" since the law was passed in the 1960s.

Sleepiness Perils Truckers, Shift Workers

Two groups that are endangered by falling asleep at the wheel are truck drivers and shift workers who drive as part of the job.

According to the Sleep Science Information Center, New York, the one million tractor-trailer drivers in the U.S. suffer from inadequate sleep while driving. It said that in 1988 more than 5,600 people were killed in truck-related crashes. The center estimated that one-third of the truckers may be too tired to avoid a major crash. It added that truck drivers are ranked among the highest risk groups for occupational fatalities in the U.S.

Shift workers who drive on the job are subject to having their body clocks go out of sync with the work cycle. According to the center, shift workers have twice the number of vehicle collisions as nine-to-five workers.

Such shift workers include police, fire, airline and emergency medical services pilot personnel.

Alcohol/Crash Involvement Drops in '80s

The proportion of drunk drivers in fatal crashes dropped from 30 percent to 25 percent from 1982 to 1987, reports the National Highway Traffic Safety Administration (NHTSA).

The greatest reduction was among teenagers. Female drivers, older drivers and drivers in day-time crashes also showed substantially reduced alcohol involvement in fatal crashes. The figures for drivers aged 25 to 34, motorcyclists, pedestrians 20 to 64 and drivers in late-night collisions showed little change.

The NHTSA said the reduction may have been caused by:

- Increased public awareness of the dangers of drinking and driving;
- Tougher anti-drinking-and-driving laws and better enforcement;
- Raising of the drinking age in all states to 21;
- Prevention and intervention programs, such as designated drivers;
- Decline in the population of youthful drivers, who are usually over-represented as drinking drivers;
- A decrease in U.S. per capita drinking.

The NHTSA report said that, despite the gains, the magnitude of the problem still justifies major involvement by public health and transportation agencies. It also expressed concern about what it saw as waning media attention to the problem.

SHORTCUTS

Safety Gets Trendy

Market conditions, if present perceived trends continue, could mean safer conditions on the nation's highways.

First, fierce competition in the trucking industry could force marginal operators off the road.

The 1980 *Motor Carrier Act*, which removed federal regulation of the industry's rates, started the cutthroat competition. A spokesperson for the Byrd Motor Line, Lexington, N.C., says:

"Many comparatively small, cutthroat operators have temporarily slashed rates to get a share of the market. These carriers cannot continue to haul freight at the same unreasonably low rates for a long period of time and still operate on our roads in a safe manner."

James Harkins, executive director of the Regular Common Carrier Conference, Washington, D.C., says somewhat the same thing, according to Knight-Ridder Newspapers. He says, "Some independent companies have been able to continue to run on a temporary basis, but unfortunately, they're running on conditions that are not safe — old tires, no maintenance and bad brakes."

Carriers told the newspaper chain that before deregulation, the nation had some 14,600 regulated trucking companies. After deregulation, virtually anybody who could raise a down payment on a truck and get insurance could become a carrier.

Perhaps the tight competition will force marginal companies off the road or into the maintenance pit.

Safety Sells Autos

Second, the Insurance Information Institute, New York, says that safety is becoming a selling point on the showroom floor.

Auto makers and their dealers are still selling performance and style, but safety features are getting more attention, reports the institute's *Insurance Review*." The magazine quoted Sam Yaksich, executive director of the Foundation for Traffic Safety:

"This is an unusual twist for car makers. They're used to talking about speed, style, stereo systems — everything but safety. But the American public wants quality, and safety is quality. The automakers are used to telling the public what it wants. Now they're going to have to give the public what it wants. This new trend is refreshing."

Such soothsayers aren't just talking about the heavily reported installation of airbags and anti-lock brakes.

General Motors is working on a radar device that warns of obstacles when a driver is backing a vehicle.

Several car makers are trying to adapt military night-vision technology to autos. Placed in the windshield, the system would make objects on the road much more visible at greater distances after dark. General Motors, the *Review* says, is already offering a display taken from fighter aircraft. Speed, fuel and other driver data is projected from the windshield so that it "floats" above the hood, well within the driver's vision field.

Market research done by Ford Motor Co. reinforces the view of auto customers as safety advocates. A spokesperson said that over the past three years, safety has become more and more an issue that affects what people buy. Car buyers are now asking when airbags will become standard for passenger seats.

Long live the latest trend.

MODERN POSSES LASSO BAD DRIVERS

Car phones and radios let citizens alert police

BY THOMAS FRISBIE

Drunk Buster emblem identifies vehicles whose drivers use their communications equipment to report drunk drivers in time to stop them.

GEORGE House first thought of getting up a posse when his son saw a man who had been drinking alcohol smash his pickup truck into a church bus.

House's son, riding in another bus along a Kentucky highway behind the church bus on May 14, 1988, witnessed the collision, which killed 27 people. Listening to the frightening account of a smashed bus bursting into flames, House decided that someone should mount an effort to scout the region's highways for unsafe drivers.

Many committee meetings later, House's notion led to the creation of Drunk Busters. Covering all of Jefferson County, Ky., which includes Louisville, the Drunk Busters program encourages drivers of everything from school buses and cabs to floral delivery vans and concrete mixers to report immediately to police any erratic driving they observe.

'Remarkable Success'

"This thing has generated a lot of interest," said Bob Yates, deputy director of public affairs for Jefferson County. "It has been a remarkable success."

Across the country, similar bands have been rounded up in cities, villages, counties and states. Last December 11, President Bush said the campaigns by citizens' groups against drunken drivers are "one of the most amazing success stories of the 1980s."

Drunk Busters just report what they see on their routes.

During the past decade, citizens groups often concentrated on enacting tougher legislation against drunken driving and monitoring courts. Yates believes efforts in the 1990s are likely to focus on programs similar to Drunk Busters. "The thing has generated a lot of interest," Yates said. "We have received correspondence from more than half the states and two provinces in Canada."

In Jefferson County, the Allied Florists of Louisville, two cellular-telephone companies, Gray Line Tours and operators of 22 other vehicle fleets instruct their employees to keep an eye out for erratic driving. The largest fleet in Drunk Busters belongs to the U.S. Postal Service and has 700 vehicles. The smallest, operated by Spindletop Draperies, has only three. All in all, more than 4,000 Louisville-area vehicles display the *Drunk Buster on Board* logo to warn drivers that the roads are being watched.

The idea is not for drivers of buses or concrete mixers to hit the trail looking for drunken drivers, Yates said. Rather, as they drive their daily routes, they are asked to head off drunken drivers at the passing lane by reporting them to police. "We look for description of the car — what type of vehicle it is — and a location," Yates said. Once Drunk Busters has turned in the report to police, that driver's involvement is finished. "We don't ask them to testify in court or do anything else."

In the first 11 months of 1988, Jefferson County, which covers 365 square miles and has a population of 850,000, had a total of 7,115 drunken-driving arrests. During the same period in 1989, that number rose to 8,584. Since Drunk Busters was inau-

gurated on Dec. 14, 1988, more than 300 sightings of erratic drivers have been reported to police.

Yates is quite pleased with the results. "That may not seem like a lot, but before that we had none." Although Yates doesn't have the manpower to track the outcome of each report to police, he said, "We are confident that Drunk Busters did play a role in the increase in arrests."

Overenthusiasm Discouraged

Traditionally, law enforcement authorities have been cautious about inviting citizens to participate in patrols. It's tempting for some citizens to get overly enthusiastic. Last July, for example, a 17-year-old driver (who was not part of any anti-drunken driving group) wrecked his car in Illinois after pursuing a motorist he believed was driving under the influence of alcohol. The motorist who got away had been traveling at 125 mph.

"We don't encourage people to go out and do patrols. Police generally want that left up to them," said John McLeod, director of safety for the Motor Transport Association of Connecticut. "Police aren't asking you to go out on your own time to look for someone who is driving drunk."

Don Weiland, president of Rochester Against Intoxicated Driving in New York, said his organization also concluded that full-service posses are passe.

"That is something that we have left to the police agencies because they know what they are doing and they are much more efficient. Also, most of our members are extremely busy doing all kinds of other things relative to the drunken driving problem," Weiland said.

Increasingly, however, police are welcoming the eyes and ears of citizens' groups and fleet drivers who are on the streets performing other duties. And troubling new statistics show that more eyes and ears may well be needed.

Alcohol-related highway deaths dropped steadily to 22,360 in 1985 from 25,170 in 1982 as many states enacted tougher penalties for drunken driving. But the totals have risen slightly since then. In 1988, 23,352 highway fatalities, or about half of all traffic deaths, were alcohol-related.

Those types of statistics are what motivate the members of the Alliance Against Intoxicated Motorists (AAIM), which has operated an "Extra Eyes" program in the Chicago metropolitan area since 1982. During that time, AAIM's members claim to have given police tips that led to some 2,000 arrests.

"It is one of the few things that will help a grieving parent whose child has been killed by a drunken driver — the knowledge that they really are doing something to save another parent from going through that unnecessary grief," said AAIM member Shirley Binning, one of the original AAIM members.

Binning's 22-year-old son was killed on a sunny afternoon by a college student who she said had been drinking all night to celebrate good grades, and then ran a red light at 70 mph.

For two straight years, Binning and her husband, Rich, patrolled area highways every weekend night, looking for motorists weaving from lane to lane, pumping brake pedals for no reason, making unnecessarily wide turns or exhibiting other signs of drunken driving. They were joined by a handful of other observers who had been trained by Illinois state police.

Police training for volunteers reduces time-wasting calls.

"The name 'Extra Eyes' came from the Illinois state police," Binning said. "They actually invited us on a Memorial Day weekend to do a test program spotting impaired drivers. When we first did it, we ended up being credited with 17 arrests that police would not have made had we not been out there to spot those impaired drivers for them. It was quite successful and they decided to go further and train us more thoroughly."

Phones Better Than CB

At first AAIM members used citizens band radios, but in recent years they have switched to cellular car telephones, which Binning prefers. "The car phones are more effective because you can have direct contact with police. Not all police departments have CBs or a dispatcher who monitors CBs. With a telephone, you can keep giving the location of the possible offender until police arrive on the scene."

Despite its success, AAIM remains small. Only a handful of members have completed the state police training program and take part in regular patrols. But state officials are adding more horsepower to the posse. One program that will augment AAIM's efforts was unveiled last August by the Illinois Department of Transportation. It is a new $700,000 system that allows all car telephone users on expressways to dial 999 to report accidents, breakdowns or drunken drivers. Similar cellular emergency numbers have been set up in Michigan, Ohio and Wisconsin.

Another program that is adding lots of extra eyes and ears to law enforcement is called Fleetwatch. It started five years ago in Skokie, a suburb north of Chicago, and has spread to numerous other Chicago suburbs and to other cities in downstate Illinois, including Springfield, the capital.

Unlike AAIM, which is composed of citizens, Fleetwatch comprises drivers in municipal and corporate vehicle fleets. Fleetwatch has created an enormous posse of observant outriders who keep an eye on the terrain as they go about their daily tasks. Participants in Fleetwatch include municipal public works departments, a regional suburban bus agency, township highway commission vehicles and cable television service trucks.

Each vehicle in Fleetwatch carries a sticker with a picture of McGruff, whom children know as a crime-prevention character wearing a trench coat. Last October, the bus drivers in the Fleetwatch program alone made 259 reports to police. Both drivers and their dispatchers are trained to work with police.

"As far as I'm concerned, it's going very nicely," said Skokie Police Officer Jim Chwalisz, who coordinates Fleetwatch.

Fleetwatch's drivers don't just look for drunken drivers. They report traffic accidents, suspicious-looking circumstances that might indicate a crime in progress, malfunctioning stoplights and other information police might be interested in. McGruff is on the Fleetwatch logo so that lost or frightened children know they can approach a Fleetwatch vehicle for help.

Extra Eyes and Ears

"What makes it so effective is you have all these people who are out there anyhow," Chwalisz said. "They are traveling around the neighbor-

hoods. By training them so they know what to watch for and things that should be considered suspicious, it gives law enforcement a lot of extra eyes and ears."

Extra eyes and ears also have been added to Fond Du Lac County, Wis., which has a population of about 90,000. Fond Du Lac County is involved in a three-year-old Fleetwatch program that is similar to Skokie's. About 500 vehicles belonging to the local power utility, municipal public works departments and cable-TV firms carry the Fleetwatch logo. "We have been extremely happy with it," said Bud O'Neill, crime prevention office of the Fond Du Lac police department. "Anything that gets the people involved is helping us."

About half the reports involve traffic collisions, said Jerry Jaye, crime prevention officer for the North Fond Du Lac police department. And police have found that their training programs for Fleetwatch drivers have

Memorial Day test rounded up 17 bad drivers going thataway.

worked out well. "A lot of people were fearful that it would generate more calls than we had squads to handle. That's why we didn't just slap stickers on vehicles. We went out and talked to employees in vehicles. We talked to their dispatchers. Proper training certainly has eliminated a lot of the police departments' early concerns."

Unfortunately, a lot of those extra eyes and ears ride back home as the sun sinks below the hills and the number of drunken drivers on the roads tends to increase. "Most of the vehicles in our program are off the streets by the end of the day," O'Neill said.

That's why the Fond Du Lac Fleetwatch program began discussions last year with a local pizza-delivery firm in an effort to maintain a closer watch on the streets in evening hours. "The pizza delivery drivers work until 3:00 a.m. or 4:00 a.m., and that's when the drunks are out," O'Neill said.

In Fleetwatch communities, children are taught they can approach a "McGuff Truck" if they need help.

Truck Watchers

While the Fleetwatch programs concentrate on watching other drivers, the Edart corporation in Connecticut is busy keeping its eye on its own 1,600-truck fleet. In 1986, Edart set up a system for referring complaints about drivers to the firms that lease its trucks. Police are not involved. Instead, complaints from motorists or company employees are routed to the customer who leases the truck in question. Edart also has a station wagon that travels Connecticut roads for four to eight hours a week to monitor how Edart trucks are being driven. The station wagon's drivers turn in some five to 10 complaints a month. More complaints come from other motorists.

"There are passenger complaints about drunken driving, reckless driving and improper lane changes. Most of the time it has really been, and still continues to be, speeding and tailgating," said Howard Siegal, Edart's vice president of operations and safety.

Do the customer firms follow up on the complaints?

"Some respond, others take it and may go in one ear and out the other. Do I think some of customers are doing a better job? Absolutely. The ones that care, that's the key," Siegal said.

Edart's program is significantly different than Fleetwatch, which itself is unlike AAIM in many respects. And that's a problem, some officials say. With modern posses structured in so many different ways, it's hard to keep people from riding off in all different directions at once.

"They go by a variety of different names and unfortunately, it's difficult to catalog them. There's fragmentation," said Don Perretz, crime prevention specialist for the Wisconsin Department of Justice. Last December,

Fleetwatch drivers scout other problems as well.

Perretz's department began drawing up a survey to find out what programs are operating and how they are doing.

But in Jefferson County, Kentucky, officials know how they want to solve the fragmentation problem. They would like to see citizen and fleet involvement grow and overlap until the whole county is involved.

"This is just the beginning," Lt. Col. Dave Whalin, assistant chief of the Jefferson County police, said when the creation of Drunk Busters was announced. "We hope eventually to involve the entire community in watching for drunk drivers.

"We're going to make everyone a Drunk Buster."

FOR YOUR SAFETY
Speed Limits Will Be Strictly Enforced
On The Next 6.4 Miles of Route 220
A Cooperative Traffic Safety Project Of
Clearbrook Civic League
Sign Co.

Eddie Hopkins, president of the Clearbrook Civic League, and Roanoke County Sheriff Michael F. Kavanaugh show off a billboard demonstrating cooperation between community groups and law enforcement agencies to make highways safer.

COOPERATION DOWN THE ROAD

Public-private partnerships to make traffic safer

"COMMUNITY Traffic Safety Programs are the wave of the future. We can say that because they make sense and they work." That's what officials of the National Highway Traffic Safety Administration (NHTSA) told TRAFFIC SAFETY.

A Community Traffic Safety Program (CTSP) is one that operates at the local level and relies on a public-private partnership to take a coordinated, multi-agency approach to a community's traffic safety problems.

Broadly based community participation in traffic safety issues has become increasingly critical as resources have become scarce and traffic safety has become recognized as a significant public health issue. Although state highway safety agencies continue to play a vital role in providing technical assistance, public agencies, such as schools, police, courts and rehabilitation agencies, have long realized that they can't solve the community's problems alone.

Police and courts can't solve traffic safety problems alone.

NHTSA stresses the importance of private-sector involvement. In fact, NHTSA doesn't think you can have a successful CTSP without it. A CTSP is tailored to the needs of a particular community. When people have a role in defining the problems,

then agreeing on possible solutions, they become more enthusiastic about making the resulting program work. Individuals from the private sector begin to realize how they benefit when traffic safety improves in their home town.

When the whole community shows concern, it is possible to gather better information about where and why crashes occur and what can be done to protect people from being injured or killed on the streets.

NHTSA can point to a number of communities where CTSPs are already thriving. Among them are Allentown, Pa; Clearwater, Fla.; Huntsville, Ala.; Irvine, Calif.; New York City; San Antonio, Tex.; Suffolk County, N.Y.; Roanoke County, Va.; Hamilton County, Ind.; Butte County, Calif.; Stillwater, Okla.; Missoula, Mont. and Kent, Wash.

Following are detailed descriptions of two of them.

Roanoke County

Roanoke County is a mostly urban 253.3 square mile area located in the Roanoke Valley of southwest Virginia. The county has a population of 77,000 and skirts the cities of Roanoke (population 101,200) and Salem (population 25,000).

U.S. Route 220 is a major highway artery for southwest Virginia traffic traveling between Roanoke and central and western North Carolina. For the most part, the topography is hilly and mountainous, creating naturally hazardous conditions.

A 6.4-mile stretch of U.S. Route 220, which runs through the center of the Clearbrook area, has a daily traffic count of more than 20,000 vehicles. This particular section of roadway is hilly and curving. The 6.4-mile stretch has 146 entrances, including

Roanoke County CTSP reduces total crashes 68.2 percent in first three months.

30 roadways, 81 private drives, 31 business entrances, three churches and one school. One roadway just south of the school is also an entrance for emergency fire and rescue vehicles. After the first six months of 1986 crashes were occurring at a rate that would exceed the previous year's numbers.

Program Origin

Clearbrook is located in a rural/developmental stretch of the southern portion of the county, which lies between the Roanoke City and Franklin County boundaries.

In October 1986, eight residents of this community formed the Clearbrook Civic League with the primary purpose of working to obtain highway improvements to the local port of U.S. Route 220. The group has grown during its first two years to a membership of more than 200. The group has also diversified to address any issue that could adversely affect the community, such as highway safety, schools, zoning and alcohol licenses.

Administration

The Clearbrook Civic league coordinated the planning for a selective traffic enforcement project using county law enforcement with some assistance from state law enforcement. County and state highway departments were called on to furnish data, and the pursuit of engineering improvement recommendations began. The private sector was brought in to heighten public awareness. The entire program was assisted and monitored by the Department of Motor Vehicles field resource specialist.

The citizen group in the county networked with law enforcement agencies at the county and state level and obtained human and financial resources from the private sector.

A special emphasis was placed on traffic safety student education in the schools.

State and county traffic engineers jointly addressed data analysis, alternative improvements, and future improvement planning. Data reflected driver inattention and speeding as the main causes of crashes.

Emergency Medical Services was involved for data analysis and planning.

Media participated in the awareness campaigns.

All community resources joined in a cooperative, concentrated effort that has led to continuing the relationship for other areas of traffic safety.

Initial participants have also been instrumental in the establishment of a District Traffic Safety Board, which will service a 26 city/county area.

Impact

- Total crashes were reduced by 68.2 percent during the first three months of the program.
- Injury crashes were reduced by 91 percent for the same period.
- Property damage crashes were down 86.7 percent for the same period.

Current Components

Here are some of the elements of the CTSP.

Safety belts:

- A safety belt buckle-up campaign in conjunction with WFIR Radio.
- Child safety seat promotion with public training, mall displays and safety seat checks at day-care facilities.
- Four officers trained at occupant protection workshop to train other officers on enforcing the Occupant Protection Law.
- One officer sent to an out-of-state school (one week) for occupant-protection trainers training.
- Promoting the statewide safety belt law implementation project.

Driving under the influence:

- DUI check points at high incident/accident locations.
- Establishing DUI check point procedure acceptable to courts to increase DUI convictions.
- Programs to obtain alco-sensors, films and other materials for anti-DUI campaigns.

Bicycles:

- Annual seasonal (spring and fall) Bicycle Roadeos open to public in county.
- On-request presentations to school groups, community groups and neighborhood watch groups (average 100 per year).
- Halloween safety project promoting bicycle and pedestrian safety.

Motorcycles:

- Liaison with community college to provide certified instructors for motorcycle driver program.

Pedestrian safety:

- Program for all county day care centers covering pedestrian and general safety.
- Neighborhood program specially designed for driver awareness: Kid Watch.
- Neighborhood program for safety tips for health group walkers and joggers.
- Working to develop program for teenage pedestrian safety (teenagers are statistically prone to pedestrian incidents).

General prevention:

- Program for designated drivers at County Sesquicentennial "Beach Blast" celebration.
- Direct support to high school traffic safety groups: Students Against Drunk Driving (S.A.D.D.), Red Cross Club, Students Concerned About Traffic Safety (S.C.A.T.S.).
- Pre-schoolers Introduction To Traffic Safety (P.I.T.T.S.): program tailored to meet the needs of preschool children.

Coordination

Clearbrook Civic League: The community action group responsible for direction coordination.

Roanoke County Sheriff's Office: Maintains added selective traffic enforcement.

Virginia State Police: Dedicates available enforcement to the hazardous highway location.

Virginia Department of Motor Vehicles: Assists through technical assistance and staffing.

Virginia Department of Transportation: Helps obtain funding for improvements, recommends changes possible and planning assistance for long range future engineering improvements.

Emergency Medical Services: Supplies data and recommendations affecting future improvements.

County School Administration: Assists changes to enhance safer school entrances.

WFIR Radio helps push safety-belt buckle-up campaign.

Parent Teacher Association: Supports changes in student traffic safety education.

County Municipal Administration and County Board of Supervisors: Offers administrative support for engineering improvements.

State legislators: Support engineering improvements generated through the state transportation agency.

AAA and the Regional Safety Council: Provide support, data and technical assistance.

Local business and industry: Help pay for the project and safety promotion materials.

Advertising agencies: Create art work and billboards containing traffic safety messages.

Community Traffic Safety Board: Contributes media and professional technical support.

Local media: Provides public service time to enhance the community awareness of the the project.

Funding

Seed funding of $1,500 was provided by the Department of Motor Vehicles, Comprehensive Community Based Transportation Safety Program. The program generated in-kind donations and services from the Civic League, sheriff's department, local businesses and advertising agencies for $500 (printing billboards) and another $4,000 for billboard labor.

Highway improvement funding was allocated from Virginia Department of Transportation.

The participating groups have established a community and county-wide network that is spreading into many other areas affecting traffic safety issues and promoting additional initiatives.

STILLWATER

The City of Stillwater, home of Oklahoma State University, has more than 41,000 permanent residents. However, that population number increases by 22,000 each fall with the beginning of the college year.

There are more than 300 miles of roadway, 26,000 family dwellings and 1,200 commercial businesses. It is the state's sixth largest municipality.

Two state highways run through Stillwater and a spur to a major turnpike connects the city to the eastern part of the state. Virtually all arterial streets are four lanes and are controlled by a recently updated traffic control system. With the beginning of the traditional school semesters the city street system is often used to its limits.

Major Problems

More than 95 percent of the students own or drive vehicles in Stillwater, Parties and socializing are a big part of college life and the young drinking driver is still a major safety problem.

The Stillwater Police Department identified a growing problem with DUI injury collisions. An increasing number of people were being injured by drinking drivers. Fully 65 percent of the alcohol-releated traffic arrests were young people under the age of 25, and the majority of DUI injury crashes were related to this same age group. Collisions and alcohol-related traffic arrests were increasing at rates of 25 percent and 65 percent respectively each year. The problem would have reached uncontrollable propor-

Stillwater Police Chief Norman McNickle and Officer Bert Franks, coordinator of the Community Alcohol Safety Effort, had reason to be pleased with the results, which included a 30 percent reduction in DUI-related traffic collisions the first year and a 39 percent reduction the second year.

tions if some sort of coordinated effort had not been formulated to combat the drinking driver and to concentrate on traffic safety education.

A major portion of the problem facing the Stillwater community is the drinking driver under the age of 21. More than 30 percent of the alcohol-related traffic arrests are in the under 21 age group. According to Oklahoma law a person must be over 21 to purchase alcohol in any form.

Program Origin

At the request of the Oklahoma Highway Safety Office (OHSO), the Stillwater Police Department analyzed the accident, traffic citation and arrest records for the city prior to 1985. The trends were alarming and a formal proposal was made to OHSO in March of 1985 to fund what would be called the Community Alcohol Safety Effort (CASE) to stop drunk driving in Stillwater.

The Community Alcohol Safety Effort is conducted through the joint efforts of three Stillwater Police Department divisions. The CASE committee and all public education efforts are directed through the office of the CASE coordinator, a uniformed Stillwater police officer, who is assigned to the Staff Services Division. The two alcohol safety officers supported by the grant are supervised by the Patrol Division, while the traffic data analyst is part of the Auxiliary Services Division. All three divisions are in direct contact to coordinate the education, enforcement and analysis functions of the program.

College drivers big problem for Stillwater.

The Community Alcohol Safety Effort committee consists of representatives from education, retailing industry, law enforcement, insurance, counselors and wholesale beverage companies who meet regularly to discuss the progress of the program and to plan regular educational projects related to alcohol safety. The CASE committee also assists in planning, program creation and funding of special programs.

The CASE coordinator is a police officer assigned to oversee the program and the CASE committee. The officer makes all public presentations relating to the program and to the public about traffic safety.

The Stillwater Police Department coordinates all efforts of the project. All reporting, funding and programming are managed through the police department and personnel.

Campaigns

"Teen Safe Driving" recognizes teenage drivers who display proper techniques and courteous driving habits within the community.

"Get Belted in Stillwater" promotes the use of safety belts and child safety seats in all vehicles.

"Designated Driver" is a campaign designed to inform the entire community of an alternative to drunk

driving. The CASE committee promotes use of the "designated driver" concept. The campaign urges those who choose to drink to designate a companion to not consume alcohol and drive the rest of the party home safely.

Accomplishments

There was a 30 percent reduction in DUI-related traffic collisions after the first year and a 39 percent reduction in DUI-related collisions the second year.

DUI arrests hit an all time high of 596 in 1985. Increased enforcement yielded a 25 percent reduction in DUI arrests after the second year and another 11 percent reduction after the third year.

Safety belt usage rate went up to 45 percent from only 19 percent.

More than 100 traffic- and/or alcohol-related education programs are presented in the Stillwater community each year.

- More than 6,000 public school students are exposed to regular traffic safety programming each school year.
- More than 10,000 college-aged students see alcohol and traffic safety programs each year.

Traffic Enforcement

Beyond the Oklahoma basic academy training in collision investigation, police officers participate in a mandatory 24-hour collision investigation class plus further experience while in field training. Approximately 80 percent of the commissioned officers are radar certified, enhancing efforts in speed reduction through enforcement. Approximately 300 citations are written every month along with 1,600 warnings.

Specific areas are often targeted for intensive traffic enforcement efforts and specific traffic ordinances are stressed for enforcement. For example, the police department announces the areas of town that will experience increased speed enforcement.

Two full-time commissioned police officers assigned as alcohol safety officers were chosen for their diligence and proven performance in the actual detection and apprehension of DUI drivers. They work all alcohol-related traffic collisions and concentrate the vast majority of their patrol efforts on the apprehension of the drunk driver.

All Stillwater police officers are trained in an intensive 16-hour class on the detection and apprehension of the drunk driver. The community has become acutely aware of the DUI enforcement effort of the police.

Bicycle Safety

With a large college-aged population Stillwater experiences a huge amount of bicycle traffic. Stillwater has designated many miles of bicycle paths and concentrates on the enforcement of bicycle ordinances.

Each year, in conjuncton with the Noon Lions Club, the Stillwater Police Department presents bicycle safety programs to all elementary age school children in the city. At the end of the week a Bicycle Rodeo is held to inspect bicycles and to test bicycle riding skills. Trophies and certificates are given to participating children. Local merchants provide new bicycles to be given away in a drawing. More than 3,000 children are instructed during the program.

Teen Drivers

Patrol officers are instructed to be on the lookout for teenage drivers displaying proper techniques and courteous driving skills. The teen is stopped and given a certificate for exceptional driving, plus a coupon redeemable at a local business. This program is very popular among young drivers in Stillwater.

Record DUI arrests yield to dramatic decrease after start of CTSP.

Local usage is 45 percent and is on the increase with new and more stringent mandatory safety belt statutes. There's a push for increased use of child safety seats and the enforcement of existing child restraint laws. Regular advertisements and public service announcements are made each month to keep awareness high.

Pedestrian safety is of utmost importance in a university community. Stillwater uses the latest technology in crosswalk design and equipment. Stillwater has won pedestrian safety awards for the past six years from AAA. The police department actively and aggressively enforces all pedestrian laws. Programs are presented in schools and to university groups through CASE personnel.

Agency Coordination

The CASE committee involves the whole community in the Stillwater traffic safety effort. All of the following are active participants:

- Oklahoma Highway Safety Office
- Oklahoma Highway Patrol
- Stillwater Police Department
- Oklahoma State University
- Oklahoma State University Police
- Payne County Sheriff's Office
- Oklahoma Committee for Safety Belt Use
- Noon Lions Club
- Oklahoma Crime Prevention Association
- Local beverage retailers, including wholesalers and retailers

The funding for the project is through a three-year grant from OHSO for $170,000. The City of Stillwater matches the funding with salaries and equipment. The CASE committee also receives donations and in kind services from local businesses. The entire project will use more than $300,000 dollars during the term of its three-ye ntract.

Future Plans

The City of Stillwater has submitted a new grant proposal to the Oklahoma Highway Safety Office to further enhance the existing CASE project. The original CASE concept will continue and the new CASE II concept will build upon the success of the previous project.

CASE II proposes a coordinated attack on the problem of the young, underage drinking driver. Approximately 30 percent of all Stillwater DUI arrests are people under the age of 21. According to Oklahoma statutes these young people should not possess alcohol. The new proposal will combine concentrated enforcement and education efforts. Two police officers will be assigned solely to enforce underage drinking laws and those laws covering taverns and similar establishments.

Education efforts will be coordinated through an officer trained in the Los Angeles Drug Abuse Resistance Education (DARE) concept. This officer will work intimately with public schools and university officials to create and implement new programs to educate the community about the dangers and problems of substance abuse. All these proposals will be in addition to the existing program.

Wimpy Light Trucks Forced To Get Tough

Must meet passenger car standards

BY JIM CASTELLI

THE National Highway Traffic Safety Administration (NHTSA) has issued two new proposed regulations to bring light trucks, minivans and multi-purpose vehicles (LTVs) up to the same safety standards as passenger cars.

One regulation would require the vehicles to use safety belts and air bags. The second would require that their doors be able to withstand the same force as those on passenger cars. NHTSA has already issued final rules requiring head restraints and lap-shoulder safety belts for rear seats and proposed making LTV roofs as strong as those in cars.

"The installation of air bags or automatic safety belts in the front seat of these vehicles could save as many as 2,000 lives a year," says NHTSA Administrator Jerry R. Curry. He said the new regulation on side door strength could save 110 lives a year.

NHTSA proposes phasing in the new crash protection requirement over three years as it did with its rule on crash protection for cars. Under the regulation, 20 percent of the vans, light trucks, multipurpose passenger vehicles and small buses manufactured in the 1994 model year would be required to provide the bags or automatic safety belts. They would be required on 50 percent of the 1995 model vehicles and on all of those manufactured in 1996.

Vehicles that offer a driver's side air bag could have a manual safety belt on the passenger side and still comply with the agency's standard through the 1997 model year.

But manufacturers that don't provide a driver's side air bag would have to install automatic belts for the driver and the front-seat passenger. "We are encouraging air bags as the technology of choice because air bags in combination with existing lap and shoulder belts offer the best protection available," Curry said.

"They are saving thousands of lives and preventing tens of thousands of serious injuries each year," he added. "The same protection should be given to those who choose to buy today's popular minivans and light trucks."

All new passenger cars sold in the United States now must have air bags or automatic belts. Curry said deaths and injuries to light truck riders increased from 6,500 in 1984 to 8,300 in 1988. He said sales of such vehicles have increased sharply during the 1980s and are now about five million a year.

Sen. John Danforth (R, Mo.), ranking Republican on the Senate Commerce Committee and a longtime air bag proponent, said: "Air bag technology has been around since the early 1960s, but only this year did we see large numbers of cars with air bags. We should not go through another long struggle to get air bags into the vehicles now used frequently by families."

The rule would apply to all vans, trucks, buses and multipurpose vehicles with a gross vehicle weight rating of 8,500 pounds and an unloaded vehicle weight of 5,500 pounds or less. It includes motor homes, convertibles, open-body-type vehicles, walk-in van-type trucks and vehicles carrying chassis-mounted campers. NHTSA estimates the changes could cost as much as $440 per vehicle.

Light trucks and passenger cars with only two seating positions would have to be equipped to support a child safety seat on the passenger side. The regulation on side-door impact will apply to trucks, buses or multipurpose vehicles with a gross weight of 10,000 pounds or less. "More and more of these vehicles are being used on the nation's highways, and we believe they should have a higher level of protection in side impact crashes," Curry said.

Since 1973, NHTSA has required that side doors on all new passenger cars be able to resist crushing forces applied by a steel cylinder during a laboratory test. Car manufacturers have generally chosen to meet the standard by reinforcing the side doors with metal beams. NHTSA is now requiring the same testing procedure for light trucks, vans and multipurpose vehicles. Side impacts account for more than one LTV fatality in six, or about 1,600 a year. Non-fatal injuries as a result of side-impact crashes are also increasing. NHTSA says the strengthened door helps make a pole, tree, guardrail or other fixed object slide by the passenger compartment, protecting those inside from injury. NHTSA said the new door standards would add $60 to $70 to the cost of each vehicle.

Random Drug Testing

The Department of Transportation

has instituted random drug testing for up to four million transportation workers, including truckers and transit workers, nationwide. The tests will look for marijuana, cocaine, opiates, amphetamines and phencyclidine (PCP).

Transportation Secretary Samuel Skinner, who is considering the addition of testing for alcohol, has said he expects the drug tests to uncover "alarming" drug use by people responsible for travelers' safety. "If the results that we've received with the military over the last five years are any indication, we'll be able to reduce drug usage, if in fact it occurs, as much as 80 percent," Skinner said on ABC-TV's *Good Morning America*.

He said the military began random drug testing five years ago, "and usage was about 10 percent across the board in the military, and it's down now to less than two percent."

Employee groups, noting that 25,000 random tests on Transportation Department employees found only 0.5 percent positive results, say the random testing is a waste of time and money and an intrusion. The rules also require pre-employment, post-accident, reasonable cause and periodic tests.

"We expect full compliance, even though we still very much disagree with the concept of random testing," said John Mazor, spokesman for the 40,000-member Air Line Pilots Association, which has filed one of more than 20 lawsuits against the new rules.

Skinner said government enforcers will not be out in the initial stages of the testing, but all transportation companies are expected to set up programs. Companies with fewer than 50 employees have an extra year to comply with the new rules.

Transportation Department officials eventually expect half of the work force in safety-related transportation jobs to be tested each year. Congress also is considering whether to enact legislation requiring drug and alcohol testing for transportation workers. But the department is starting the program without legislation.

License Suspension

Federal Highway Administrator Thomas D. Larson has asked a Senate subcommittee to defer action on a proposal to force states to suspend the driver's licenses of convicted drug abusers until more is known about its legal implications.

The bill would withhold a portion of federal highway funds from states that do not pass such laws. Sen. Steve Symms (R, Idaho), called the measure "legalized blackmail" and said it would unduly extend the reach of the federal government. But he later said he was keeping an open mind because of his support for the goals of the bill.

The bill's chief sponsor, Sen. Frank L. Lautenberg (D, N.J.), said the measure would discourage drug use, particularly among young people, and make highways safer. "Driving is a privilege, not a right," Lautenberg said. "And if a citizen chooses to engage in illegal drug behavior, he or she should lose that privilege."

Larson said about half the states already have laws that allow suspension or revocation of driving privileges upon conviction for a drug offense, although most do not make such action mandatory. He said a law that suspends a driver's license for sex offenses was thrown out by the Illinois Supreme Court. Some states have had difficulty tracking down drivers to obtain their suspended licenses, particularly in large urban areas, he added.

"While we support the goals of the program," Larson said, "we believe that more time may be helpful to consider the many complex issues involved."

Lt. Robert Robbins, a New Jersey police officer speaking for the Fraternal Order of Police, said the group supports the bill but has reservations about its possible impact in states where the loss of federal funds might affect money going to police departments. He said rules are needed to prevent this.

New Jersey Attorney General Peter N. Perretti said state officials believe their law that suspends driver's licen-

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Holiday Period Covered	Fatalities	Percent Involving Drunk Driving
New Year's Day Jan. 1	171	58.1
Memorial Day May 27-31	530	48.6
Independence Day July 1-5	630	49.3
Labor Day Sept. 2-6	592	50.6
Thanksgiving Nov. 23-28	601	46.8
Christmas Dec. 23-27	510	50.1
New Year's Eve Dec. 31	159	55.5
Total Holiday	3,193	48.9
Total Non-Holiday	43,900	38.6
Total	47,093	39.3

ses has discouraged drug use among youths and middle-class offenders. "Suspension of a driver's license is the most effective deterrent next to jail," Perretti told the subcommittee.

Alcohol-Related Vehicle Deaths

Motor vehicle crashes accounted for 47,093 deaths in 1988, according to NHTSA. An estimated 18,503 of those deaths (39.3 percent) were alcohol-related; 16,323 drunk drivers and 2,180 drunk pedestrians and bicyclists were killed. Alcohol was likely to be a factor on weekends and holidays. Drunk drivers were involved in 30.4 percent of fatal crashes on weekdays, 50.3 percent during weekends, and 60.3 percent on weekends at night. In addition, 48.9 percent of traffic deaths during the holidays involved drunk drivers, compared to 38.6 percent in non-holiday periods.

In 1988, an estimated 69.8 percent of all night-time fatal motor vehicle crashes involved at least one participant with a detectable blood alcohol concentration, compared with 23.5 percent of daytime crashes. Of all weekend fatal crashes, an estimated 62.4 percent involved a participant with a detectable blood alcohol concentration, compared with 38.9 percent on weekdays.

The accompanying chart shows the number of fatalities and the percentages involving drunk driving for major holiday periods in 1988.

Injury Report

Injury Prevention: Meeting the Challenge is a historic report issued in 1989 by the 31-member National Committee for Injury Prevention and Control. It offers a guide to action for those concerned about injuries.

The report was funded by the National Highway Traffic Safety Administration, the Centers for Disease Control's Division of Injury Epidemiology and Control and the Health Resources and Services Administration's Office of Maternal and Child Health.

The report offers the state-of-the-art on injury prevention of all kinds. The commission concluded that for interventions against injury to be effective they must include three parts: changes in the physical environment to reduce the possibility of injury; education about the risk and responses; and legislation and enforcement to support changes in the environment.

The commission made a number of recommendations concerning traffic safety, including support for safety belt laws, air bags, the 55-mile-per-hour speed limit and motorcycle helmet laws.

On drunk driving, the commission recommended:

- Administrative *per se* license suspensions, in which drivers must immediately surrender their licenses if they refuse to take a alcohol content test or have BAC levels above 0.10.
- Compulsory BAC tests in traffic injury cases.
- Using a BAC level of 0.05 as evidence of impaired driving.
- Further study of using lower BAC levels for teen-agers.
- Further study of the use of sobriety checkpoints.
- Further research on alcohol safety education programs for drunk drivers; the commission said current programs have not been effective.
- Raising state and federal alcohol excise taxes to discourage use.
- Ignition interlock systems, which prevent a driver from starting a vehicle until he or she passes an alcohol-detecting breath test, should be used in addition to, not instead of other programs.
- Localities should require the use of safety belts in taxicabs.

All 50 states should have uniform, comprehensive child safety seat laws that require the seats up through a child's fifth birthday.

- Child safety seat loaner programs, in which hospitals and other organizations lend safety seats to parents, should seats be needed

Red Cross "docu-drama" depicts collision results realistically to get across the dangers of drinking and driving to students in Springfield, Mass.

ONCE UPON A STRETCHER

Horror-story 'docu-drama' helps young people grow up

BY PATRICIA A. DONAHUE

Patricia A. Donahue is director of volunteers and community service for the Pioneer Valley Chapter, American Red Cross, Springfield, Mass.

A LATE-MODEL light-colored car, its front end wrapped around the big maple tree in front of the local high school, holds three boys and three girls. Tests will later prove that the driver of the car, who lost control of the speeding vehicle had a blood alcohol level of .28, well above the legal limit. The other five had been drinking heavily also.

The front middle passenger had been thrown through the windshield and is lying dead on the hood. The right front passenger is alive but trapped and only semi-conscious. She is moaning and obviously in shock, and blood can be seen all around her. Two of the rear passengers are dead and the third is critically injured and will not live through the night.

When the police arrive, the driver is

Students looking on at a docu-drama do seem to be getting the message.

walking around the car, calling to his friends — sometimes laughing, sometimes yelling. He is very belligerent to the police officer who is trying to question him. After failing the field sobriety tests, he is handcuffed, read his rights, and then taken to the local police station.

Meanwhile, at the crash scene, the fire rescue team has arrived as well as the ambulance with two paramedics on board. The "Jaws of Life" tool is used to open the right door and remove the roof of the car, to allow the paramedics to reach those still trapped inside. The injured are removed as quickly as possible, and brought to the nearest hospital.

This Time, a Play

It is a scene that is shocking to read about and even more shocking to witness. What has just been described is not real, but could be and too often is. This time it's a play, or as the Pioneer Valley Chapter of the American Red Cross prefers to call it, a "docu-drama." It's a tool to teach high school juniors and seniors and college students about the tragic consequences of drinking and driving.

The program, which was developed by the Indiana County (Pennsylvania) Chapter of the Red Cross, has been offered by the Pioneer Valley Chapter in Springfield, Massachusetts, since 1987.

For many years, alcohol-education programs have been presented to school students in the form of oral presentations, video/films and discussions. In the past few years organizations doing these presentations have realized that these outreach methods had become outdated and were not really reaching the students in a vital and impactful way.

No alcohol-linked crashes at school events since first 'docu-drama.'

In November 1986, after viewing the video from the Indiana County Chapter, and discussing the program with Sally Zellem, chapter executive director, the Pioneer Valley Chapter decided to offer this program in the Pioneer Valley with the assistance of the Safety Council of Western Massachusetts. Mary M. Kupec, who was the safety council's project coordinator at the time; Barbara M. Giacommetti, then the chairman of volunteers at the Pioneer Valley Chapter; and myself as director of youth programs and community volunteer services, formed the coordination team and began the task of developing the program locally.

Effect on Students

At first the schools were concerned about the effect this program might have on the students. Would it be too graphic for some to deal with? How would they react to seeing their friends in the wrecked car? The team tried to address every one of their concerns. The students who would view this program were not children; they were young adults old enough to drive. Some of the students even felt they were old enough to drink, though the legal drinking age in Massachusetts is 21. With enthusiastic support and cooperation of the mayor, the police and fire departments and the departments of public works in the towns we serve, many schools requested the program. The schools were also attracted by the fact that the Red Cross provides a very well organized group of volunteers to help run the program, as well as all of the necessary equipment and technical assistance.

Expert advice came from such knowledgeable people as George "Buddy" Roy, president of Roy's Towing, who provides the wrecked vehicles and the equipment and manpower necessary to transport them; Dr. Wayne Doss, our make-up and moulage (molding) expert; and Dr. Raymond Conway, director of emergency services at Northampton's Cooley Dickinson Hospital.

'Actors' Nervous

Part of the preparation for the program is the training of the students who will participate. They are all understandably nervous. To perform this type of role in front of their peers is very difficult. Typically, these young "actors" become emotionally involved with the part they are playing. It is the role of the program coordinators to prepare the students psychologically for the emotional impact they will experience during their participation.

They are also shown how the make-up will be applied and given the opportunity to "try it on." Each student is coached, depending on his "injury," on how he should act as the scene is played out.

Once everything is in place on the day of the presentation, the juniors and seniors at the school are called to the auditorium and told that they are about to see a safety play. They are asked to keep in mind that it is not real. They are escorted by their

This scene fortunately is only a re-enactment. The "victim" is a student actor. The car was provided by a towing service.

teachers and the Red Cross volunteers outside to the crash scene where they file past the vehicles for a close-up view. Some will begin to laugh and heckle those that are playing the victims. Much of this laughter is born of nervousness.

After everyone has viewed the wreck, they are positioned in a spot where they can view the scene at a safe distance from the rescue vehicles. The scene is played out exactly as if it were an actual crash. Police, ambulance and fire rescue equipment and personnel arrive in a pre-determined sequence. As the tragedy unfolds, the laughter becomes less and less, and the students may even forget that this is a play. When the injured have been cared for, and the dead have been covered, Dr. Conway begins his presentation.

Scars Remain

He tells the students that he is tired of trying to put them back together day after day. "Only on TV shows are the injured able to be exactly as they were before the collision. Bones don't always heal like new. That deep laceration that begins from the left eyebrow to the right side of the chin will leave a scar." He also gives them a graphic description of what happens during an actual emergency response, the lack of modesty, the cutting away of the clothes by emergency technicians who are total strangers. The screams of their injured or dying friends.

As tragedy unfolds the kids stop laughing.

He goes on to tell them about the calls he must make to the parents of the dead and injured. How he can't tell them what has happened over the phone, that he must ask them to come to the hospital and tell them in person that their son or daughter has died. His description of the pain and sorrow of the parents and the fact that this will be with them for the rest of their lives, has a great impact on the students. He finishes his short talk with a phrase that has become the catch phrase of the program. He asks them to remember one thing: "If you drink and drive, you die."

Following the presentation, the students are asked to write short essays describing what they thought of the program. Approximately 95 percent of the essays received contain thoughts like these:

- "It really opened people's eyes."
- "The only way to improve upon it would be an actual crash with real blood and real bodies."
- "If I was driving and had lived through the crash, I would have no ambition to live, knowing the pain and suffering that I would have caused to the family and loved ones of those individuals."

Is this program successful? The Red Cross thinks so. Since 1987, there has not been an alcohol-related accident at prom, graduation or football time at any of the schools which have experienced this presentation. STOP

EVENTS

Hazmat Coping

MARCH

Hazardous Materials Transportation Training — Mar 6-7, Tampa, Fla; Mar. 21-22, San Mateo, Calif.; Apr. 10-11, Baltimore, Md; Apr. 24-25, West Springfield, Mass. — National Safety Council, 444 N. Michigan Ave., Chicago, IL 60611. (312) 527-4800, extension 8407.

Advanced Fleet Supervisor — Mar. 6-8, University of Alabama — Motor Fleet Supervisor Training, A364 Engrg. Bldg., Michigan State University, East Lansing, MI 48824. (517) 353-1790.

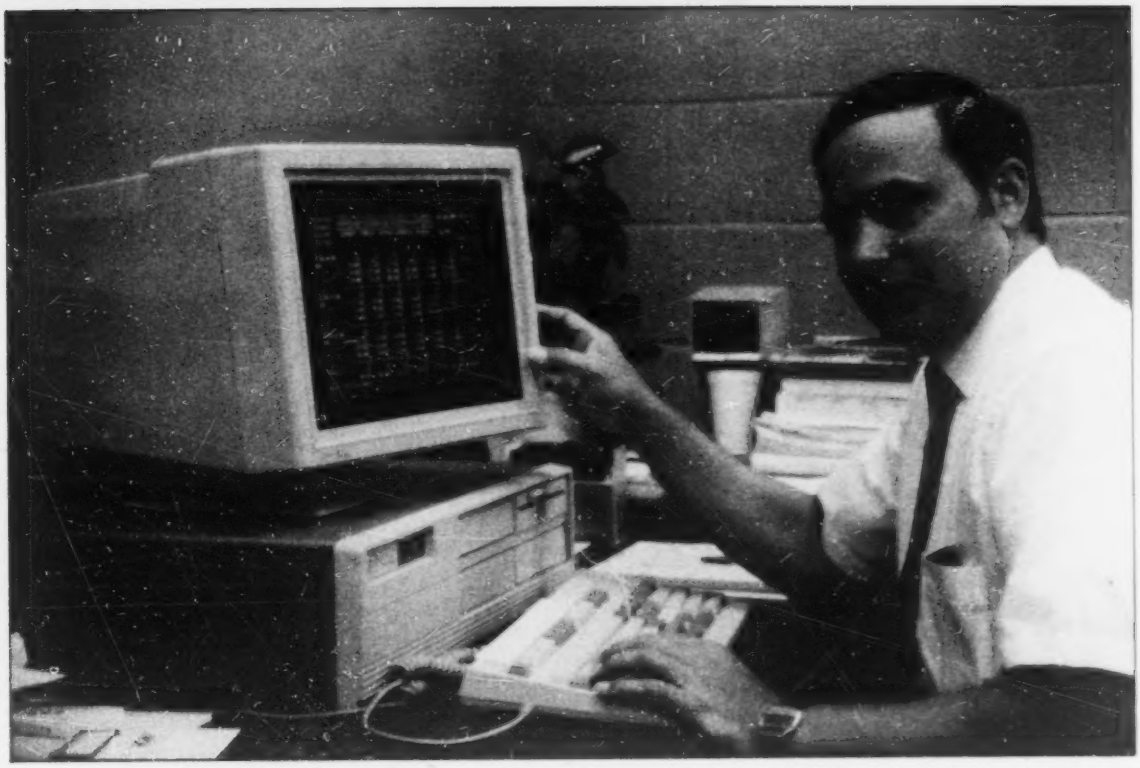
Risk Management: Pursuit Driving Litigation, Liability and Policy — Mar. 9, Little Rock, Ark.; Mar. 16, New Orleans, La; Mar. 23, Oklahoma City, Okla.; Apr. 6, Albuquerque, N.M. — The Southwestern Legal Foundation, Box 830707, Richardson, TX 75083-0707. (214) 690-2376.

Institute of Transportation Engineers Conference — Mar. 11-14, Grove Garden, Calif. ITE, 525 School St., S.W., Ste. 410, Washington, DC 20024-2729. (202) 554-8050.

APRIL

Lifesavers/8 — Apr. 29-May 2, San Diego, Calif. — Lifesavers/8, California Office of Traffic Safety, 7000 Franklin Blvd., Ste. 330, Sacramento, CA 95823. (916) 445-0527.

DDC-8 — Apr. 30-May 2, Chicago, Il. — National Safety Council, 444 N. Michigan Ave., Chicago, IL 60611 (312) 527-4800, extension 8527. STOP



Using a desktop computer, Dr. David B. Brown of Auburn University takes only seconds to find where crashes are mostly likely to recur in a given community.

KEEPING SCORE LOWERS TOLL

New computer record system quickly highlights death traps

BY DR. DAVID B. BROWN, KEN BRADLEY and DENNIS WELDY

Dr. David B. Brown is interim head of the Computer Science and Engineering Department, College of Engineering, Auburn University. More information about CARE can be obtained from him and his associates, Ken Bradley and Dennis Weldy. Address: 107 Dunstan Hall, Auburn University, AL 36849-5347. Phone: (205) 844- 4330.

THE ONLY benefit that can be derived from a traffic accident is the prevention of similar accidents in the future. This is one reason detailed data are collected for most accidents. But such data are worthless unless they are converted into information that will aid countermeasures. It is with this in mind that traffic-records professionals seek to squeeze every bit of information from their databases.

This article describes a new system that helps traffic safety specialists interact directly with accident data without having to be computer experts. It uses database management software developed specifically for traffic accident records analysis. The system prompts traffic-safety professionals in terms you can understand so you don't have to learn a database language to use it.

City Accidents RAPID Evaluation (CARE) is a software system developed at Auburn University for the Alabama Traffic Safety Division of the Alabama Department of Economic and Community Affairs (ADECA). CARE is patterned after RAPID (Records Analysis for Problem Identification and Definition). RAPID was developed for statewide accident problem identification and

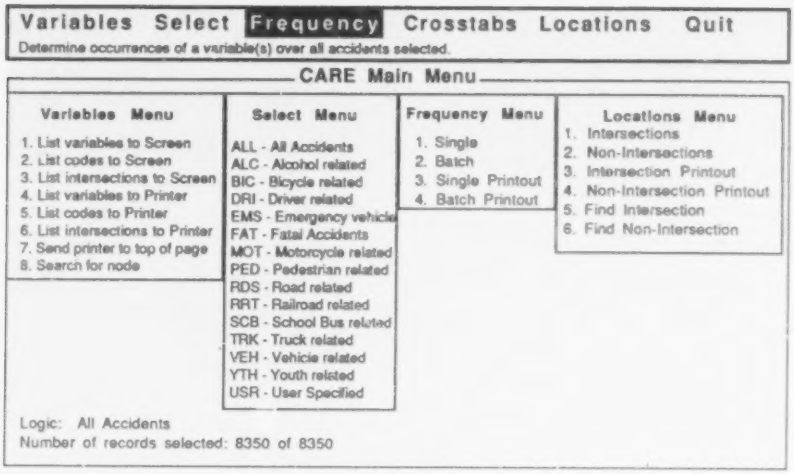


Figure 1: Example of CARE window menus.

Intersection: Carmichael Rd at Eastern Bypass

Frequency Information

001 MONTH OF ACCIDENT

Category	Code	Count	Percent	Cumulative
JANUARY	1	4	11.1%	11.1%
FEBRUARY	2	3	8.3%	19.4%
MARCH	3	2	5.6%	25.0%
APRIL	4	3	8.3%	33.3%
MAY	5	3	8.3%	41.7%
JUNE	6	2	5.6%	47.2%
JULY	7	2	5.6%	52.8%
AUGUST	8	4	11.1%	63.9%
SEPTEMBER	9	7	19.4%	83.3%
OCTOBER	10	2	5.6%	88.9%
NOVEMBER	11	3	8.3%	97.2%
DECEMBER	12	1	2.8%	100.0%
		36		

Press any key to display graph - F2 to print detailed information.

Figure 2: Collision frequency report for a specific location by month.

Cross-tabulations immediately point to danger spots.

evaluation. It has been installed and used by Alabama and several other states. CARE is a microcomputer adaption of RAPID primarily designed for local agencies and officials.

Three Years the Optimum

CARE provides problem identification capabilities for a moderate-size city or county. However, as microcomputer capabilities increase, CARE will soon become applicable to most states on a statewide basis. The stored data normally include the most recent three years of accident information, which is an optimal balance between completeness and timeliness. A longer time may be required in smaller political subdivisions in order to establish the minimum amount of data needed to establish patterns.

CARE operates on PC/MS-DOS-compatible microcomputers with a hard disk. While the capabilities of CARE are quite sophisticated, they can be accessed by merely selecting options from pop-up screens, such as those displayed in Figure 1. The current capabilities of CARE include the ability to:

1. Create a subset of the city's collision records according to logical specification. Examples include pedestrian incidents, alcohol-related fatal accidents or motorcyle crashes involving drivers under age 21. Logical combinations of over a dozen predefined subsets may be formed instantaneously. In addition, the user may define any other subset as a logical combination of variable values.
2. Obtain labeled frequency distributions for any of these subsets. Any or all variables (such as time of day, day of the week, weather, driver age, etc.) may be selected on-line for immediate frequency distribution listing.
3. Graph (histogram) the frequency distributions produced by Item 2.
4. Obtain fully labeled cross-tabulations of any two variables of subsets.
5. Find high collision locations according to user-specified criteria. The interactive nature of this task enables any number of alternative criteria to be tried in order to obtain the number and the type of high collision locations desired. For example, all intersections with multiple pedestrian incidents might be listed.
6. Obtain frequency distributions and cross-tabulations of any two vari-

ables for locations found to be high-collision locations. Or for locations specified by the user.

7. Retrieve collision report numbers for any subset of the collision records or for particular types or locations of collisions.

An Example

Suppose a car injures an eight-year-old boy on his way to school. This incident is recorded on a standardized form by a local police officer. Generally, this "hardcopy" form is sent to a central point in the state for data entry. It, along with thousands of other records, becomes part of the state's collision records database, which is generally stored on some type of computer mass-storage device.

The collision records database described here is generally not constructed with problem identification, evaluation or local area requirements in mind. For instance, the pedestrian's actual age will probably be coded, while age intervals (e.g. 0-4, 5-7, 8-9, 10-15, 16-21, etc.) might be much more useful for problem identification, cross-tabulation and determining over-representations. Also, certain data manipulation might be essential to satisfy the requirements of local problem identification. Subtracting the time of the crash from the ambulance-arrival time would give you the ambulance-delay time.

Collision data can be obtained from the state or entered into the CARE system locally. A program can be developed that reformats the state's data for local use. This new data will be totally compatible with CARE. It is important to note here that CARE can work on any properly formatted database. The arrangement, number or type of variables is totally flexible. Local data entry allows cities or counties to update their data bases as their interests dictate.

Local Databases

To construct a local database, the records for a particular CARE area are selected from the appropriate statewide database, reformatted and downloaded onto the local designated microcomputer. This new subset of data will reside on the microcomputer's hard disk as the CARE Master Data Base. As discussed earlier, three years of data has been found to be an optimal balance between data obsolescence and predictive reliability. For cities in the 20,000 to 40,000 population grouping, this amount of data

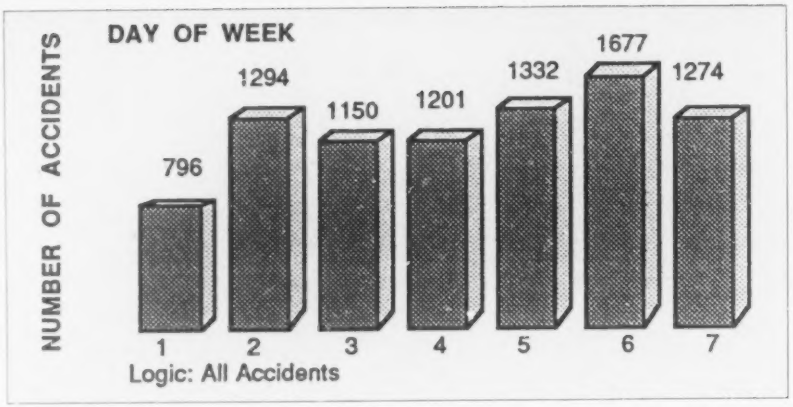


Figure 3: CARE can produce a graph showing total collisions by day of week.

TIME OF ACCIDENT by DAY OF WEEK

Use arrow keys to display the columns in that direction. ESC to exit.

Frequency / Percent / Row PCT / Col PCT	SUN	MON	TUE	WED	THUR	FRI	
3:01-4:00 PM	0	3	3	3	0	4	13
	0.00	3.57	3.57	3.57	0.00	4.76	15.48
	0.00	23.08	23.08	23.08	0.00	30.77	
	0.00	25.00	25.00	25.00	0.00	19.45	
4:01-5:00 PM	1	2	1	0	3	4	14
	1.19	2.38	1.19	0.00	3.57	4.76	16.77
	9.09	18.18	9.09	0.00	23.08	30.77	
	5.88	16.67	5.88	0.00	25.00	19.45	
5:01-6:00 PM	0	1	0	2	1	2	7
	0.00	1.19	0.00	2.38	1.19	2.38	8.33
	0.00	9.09	0.00	18.18	9.09	18.18	
	0.00	5.88	0.00	16.67	5.88	16.67	
Total	7	12	17	11	7	21	84
	8.33	14.29	20.24	13.10	8.33	25.0	100.0

Logic: All Accidents

Figure 4: Cross-tabulation combines time of day with day of the week for pedestrian incidents.

Any accident type can be analyzed.

High Intersection Accidents

Logic Selection: All Accidents
Minimum accidents: 25

Page Number 2

Accidents	Node	Intersection	
28	3095	I-85	at PERRY HILL RD
35	3138	BRIDGE	at EASTERN BLVD
42	3377	ATLANTA HWY	at EASTERN BLVD
36	3422	CARMICHAEL RD	at EASTERN BYPASS
39	4286	EASTERN BLVD	at VAUGHN RD
28	4405	CITY ST 5687	at SOUTHERN BLVD
27	4449	SOUTHERN BLVD	at WOODLEY SQUARE
37	4481	NARROW LANE RD	at SOUTHERN BYPASS
29	4540	NORMAN BRIDGE RD	at SOUTHERN BYPASS
26	4725	MOBILE HWY	at SOUTHERN BLVD

Pg Dn - Next Pg | Pg Up - Prev Pg | F1 - Details | ESC - Menu

Figure 5: CARE lists intersections with more than a given number (25) of collisions.

will generally produce from 3,000 to 7,500 records. For larger cities or counties, fewer years of data might be sufficient for problem identification purposes.

Once the download or data entry has been completed, the data are ready for quick processing through any of the CARE processing options:

1. Frequency
2. Cross-tabulation
3. High collision location

If the pedestrian incident, mentioned earlier, caused pressure from parents for an increase in the number of school crossing guards, CARE could determine the age distribution of pedestrians involved in incidents in the area. Cross-tabulations could be performed by such variables as severity, day of the week, sex and pedestrian action. In a few seconds you would know all the specific locations where the seven-to-nine-year-old age group was involved in pedestrian incidents, when and how.

Any accident type can be analyzed. CARE enables the user to produce literally billions of possible outputs.

Menu-Driven

CARE is a totally window/menu driven system. Options appear at the top of the screen with a description of their functions to guide the user to each CARE output. Supplementary documentation is not required, nor is knowledge of computers.

The CARE Main Menu shows how to begin. As the user moves across the submenu titles, the description of the submenu option appears on the screen. The submenu options guide the user to the specific function desired. The Variables option allows you to locate names for the type of information to be processed (Month, Weekday, Time, etc.); the breakdown of the variable into codes (January, February, etc.) and/or the specific location code.

Boolean Searches

With the Select option, you can specify any combination of up to three standard subsets, using any combination of AND/OR (Boolean) logic with the Set Logic Menu. The USR (User Specified) options let you use any combination of variable values to define a new subset. CARE provides virtually instant access to any subset of the collision data.

The Frequency option produces tables and graphs of collision frequency information. Figures 2 and 3 are examples of the tables and graphs, respectively. Figure 2 is a table of collisions occurring at a designated intersection using the variable MONTH OF ACCIDENT. The graph in Figure 3 is for the variable DAY OF WEEK for all collisions (Day 1 is Sunday). While these graphs provide an immediate visual image of over-representations, the tabular outputs are usually of more value for statistical analysis.

The Crosstabs option produces a chart of two desired variables, as depicted in Figure 4. This cross-tabulation is of TIME OF ACCIDENT by DAY OF WEEK for pedestrian incidents. This might be of use for the example cited, or the crosstab could be further restricted to a particular range of ages. If the crosstab does not fit on the screen, cursor control arrows may be used to scroll to the desired area of the output. Cells with frequencies above their expected average values are highlighted in orange, while those with significant over-representations are highlighted in red (on color monitors).

The Locations option produces information on specific intersections or segments. The objective is to identify hazardous locations that need immediate attention. The user defines the minimum number of collisions for a location to qualify and receives a listing of those locations. Figure 5 shows the output for intersection collisions. A similar output is available for non-intersections, where two intersections define the segment.

By selecting the Details option, you can generate frequency tables, graphs, cross-tabulations and specific collision numbers for any of the locations listed. Figure 2 shows a typical frequency table (for Carmichael Road at Eastern Bypass). This output was generated by selecting this location from the output given in Figure 5. Work is currently underway to establish a collision diagram module that could be invoked at this point as well.

CARE was created to enable traffic safety professionals to use the power of the computer with minimum fuss to get on with the job of preventing crashes and saving lives.

Yong Kim of the Illinois Department of Transportation welcomes a citizen to a non-confrontational presentation of a proposed project. IDOT now uses a friendly "open house" type of meeting instead of traditional public hearings.

CULTIVATING THE GRASSROOTS

How to avoid boos at public hearings

BY MORENE DUNN

TRAFFIC SAFETY professionals often have to sell the public on programs that involve public hearings or town meetings. There are techniques that can help make it easier, as the Illinois Department of Transportation (IDOT) has learned.

IDOT is responsible for maintenance of every kind of thoroughfare from elegant shopping avenues to busy freeways to country roads, plus bridges and interchanges. Because of its widespread impact — IDOT activities affect virtually every resident of the state — the agency wanted not only to explain how road projects and repairs are conducted, but improve communications and understanding with sincerity and professionalism.

With any new project (widening a road, creating an underpass), come

benefits for some, offset by negative effects on others through more traffic, congestion or collisions. These concerns are aired in public hearings, which can be rocky roads for IDOT.

In the past, the agency would conduct these hearings before large groups, up to 400 people. Meetings were always held in the evening and could last until well after midnight. IDOT would set the agenda and lead the discussion, then give the public a chance to respond.

Hostile Audiences

According to Richard Adorjan, director of public affairs for IDOT, said: "The people most likely to attend public hearings are often angry; they're there because they have a thorn in their side. Generally, just to express a moderate opinion, people are not motivated to talk before a whole group. Usually those who are the most upset are heard from. They can tend to incite the crowd. This can turn into a one-against-400 situation."

IDOT called upon Communispond, Inc., a nationwide business communications consulting firm, for help with improving its public information program. Communispond worked with IDOT to set these goals:

Goals

1. Counter negative perceptions (such as, "the government doesn't care about us").
2. Convey a sense of rapport (government employees are members of affected communities, too).
3. Develop a professional but non-bureaucratic style (talk in terms the public understands).
4. Establish a conversation (rather than a confrontation).
5. Move the meeting to a conclusion where everyone there comes out a winner.

During its two-day training for IDOT, Communispond both honed IDOT staffers' presentation skills and offered practical advice.

For starters, changing the time of the meetings was suggested. "IDOT started its public hearings at 7:30 p.m. and stayed until the end," according to Dan MacLean, Communispond senior associate. "Audience members were tired and resentful of giving up their free time. IDOT personnel were not at their peak after a full day either."

Now public hearings start at 2 p.m. and end at 8 p.m. This allows smaller, one-on-one dialogues.

Like Open House

Yong Kim, IDOT in-house project unit head, explained: "Now we see a steady group of people throughout the six-hour public hearings. Homemakers and businessmen with flex hours come during the day. We are able to spend time with each person in a friendly atmosphere. It is like an open house."

After viewing a continuously running audio/visual program, the public enters the meeting room where visual materials are displayed. An IDOT staffer answers any questions they have.

MacLean explained: "We observed several public hearings. IDOT personnel presented plans in depth and answered in great detail questions of environmental impact, effects on wildlife or other ramifications of the transportation project. But they were covering an overwhelming amount of information."

A citizen pointed out he's a person, not a 'receptor.'

The preliminary A/V show cut down the number of IDOT charts, maps, graphs and blueprints, which most of the public couldn't understand. They were not really necessary. If information seems incomplete in a A/V presentation, IDOT staffers can support or clarify it.

Eye Contact

"IDOT staff were freed from 'talking to the visuals' by a 'touch, turn, talk' drill, which automatically makes them address the questioner. That eye contact gets and holds interest, even in large groups," MacLean said.

Kim said the only problem with the new hours, which create more one-on-one discussions, is that he and the other IDOT staffers have to answer some of the same questions over and over. He added: "With such a friendly atmosphere, we don't mind."

For the situations where IDOT still addresses large groups, agency representatives were taught to pick out individuals in various segments of the auditorium or hall to focus their eyes on; then, as they speak, to look at those chosen and talk directly to them."

"Strong eye contact conveys the fact speakers are being straightforward, honest and non-confrontational," MacLean explained. "It helps IDOT speakers gain the cooperation of the people who have come to the meeting expecting bad news and looking for any evidence the agency is hiding something from them."

No Tech Talk

Although IDOT spokespersons are very knowledgeable, they were instructed to leave technical terms the public doesn't understand back at the office. A term like "signalized intersection" became "a corner with a stoplight." "Channelize a stream" became "straighten a curving creek."

At one meeting an IDOT representative used the term "receptor" to indicate a person, which caused an audience member to jump up and remind IDOT forcefully that he was "a person, not a 'receptor!'"

During training, heavy emphasis was placed on handling questions, particularly emotion-laden ones regarding personal safety, noise, displacement and property values. IDOT staff worked on responses that were both professional and humane.

Restate Questions

Kim found particularly useful the "buying thinking time" approach. "I restate questions the way we want them heard and then answer the questions in a way that reinforces the information we want the public to understand," he explained.

Almost 100 IDOT personnel received presentation-skills, training, including each of the nine district engineers, the top executives of the agency and their bureau chiefs. At the completion of the program, selected IDOT staff received additional training in a "Train the Trainer" program. Those staffers now train other IDOT spokespersons.

"Since the training, the hostility may not have been completely eliminated, but our response to that hostility has helped bridge the gap between big government and human beings," Adorjan said.

Down-To-Earth Barrier

BEACONS

Offered are the Edwards 99 Series 12V DC light-duty strobe lights — designed for vehicle applications. The small AdaptaBeacon portable strobe comes with a magnetic base for temporary mounting on dash or vehicle roof.

This product also has a six-foot cord with a cigarette lighter plug-in adapter and a vinyl hood for driver comfort. The unit also is supplied with a steel disc assembly for vehicles with non-metallic dashboards. Lexan® lenses are available in amber, red, blue, green, magenta and clear. — **Edwards Company, Signaling Products Division**, Department J, 195 Farmington Ave., Farmington, CT 06032.

HIGHWAY BARRIER

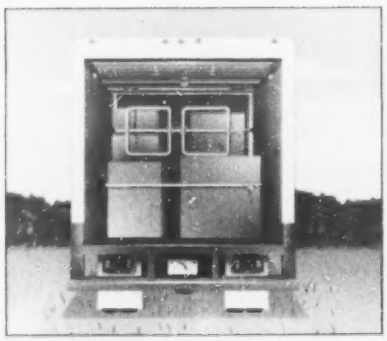
This highway barrier, recently introduced by this corporation, consists of two parallel ribbons of corrugated steel filled with sand or other granular material. There are two models: the Mark 7, which is 46 inches by 44 inches wide, and the Mark 9, which is 31 inches high and 34 inches wide. Because they are not curve-shaped, like the predominantly used New Jersey concrete barrier, vehicles are not inclined to become airborne and flip when they run into one.

Independent tests between International Barrier Corporation and New Jersey barriers have consistently shown the former to be much more effective in successfully redirecting cars, buses and trucks that collide with the barrier. — **International Barrier Corporation**, 10 Lower Spadina Ave., Suite 303, Toronto, Ontario-Canada, M5V 2Z2.

DUI PREVENTION

Introduced is the Guardian Interlock System™, which connects a breath analyzer to a vehicle's electrical system. Once installed, the driver must blow into the interlock before starting the vehicle.

To deter all but the intended driver from using the system, each driver is required to use a breath code (a series of long and short breaths) for this process. If the interlock senses a BAC (blood alcohol concentration) level above a preset level (usually .02 percent) the vehicle will not start. — **Guardian Technologies, Inc.**, 5200 Fields-Ertel Rd., Cincinnati, 45249.



LOAD RESTRAINTS

Made available are LoadBloks, new friction-type load restraints for use in all sizes of trucks, trailers and railcars.

LoadBloks are offered in two steel models and two aluminum models. Minimum length for all models is six feet, three inches and shaft lengths either are three feet or six feet. Aluminum LoadBloks are designed for refrigerated vehicles and specifically recommended for cold storage flowers, produce and plants as well as storage of wet freight and baked goods.

Accessory loops for use with aluminum LoadBloks spread the effective area of restraint and can be added or removed quickly. Steel models restrain heavier freight such as glass bottles, steel drums, rolls of paper and boxed merchandise. LoadBloks are usually used in pairs. They are made to give years of rugged, dependable service. — **Equipment Company of America**, 1075 Hialeah Dr., Hialeah, FL 33010.

TRAFFIC PAINT

This manufacturer has expanded its range of highway pavement marking products to include MetroMark™ copolymer striping compound.

The solvent-free marking material provides up to eight times the service

life of paint, yet highway departments and maintenance contractors can apply MetroMark with their own paint equipment and crews.

The copolymer formulation rapidly bonds with the silicates contained in concrete and reflective glass beads, and forms a permanent monolithic bond with asphalt. Metromark is designed to achieve a non-shrinking , track-free cure in as little as 60 seconds, which elminates coning and permits short, efficient convoys.

When totally cured, MetroMark produces a flexible 17,000 psi compressive load strength bond that is impervious to road contaminants, moisture and temperature extremes. — **Stimsonite Products**, Amerace Corporation, 7542 N. Natchez Ave., Niles, IL 60648.

NOISE CONTROL

Acoustical materials designed to solve the problems frequently found in off-highway vehicles.

Cabfoam is used as a headliner or side panel. Soundmat FVP is an acoustical floor matting and Soundcoat's vibration damping material, GP-1, is used for inside hoods and panels.

This company has provided noise control solutions and materials for all types of equipment in every industry from ships to aerospace to office machinery, proven in the field and in the laboratory. — **Soundcoat Company, Inc.**, 1 Burt Dr., Deer Park, NY 11729-5701.

LIBRARY

Nader Strikes Again

Please Note: Library *is prepared by the National Safety Council Library — Robert Maracek, manager. The National Safety Council Library is unable to supply any of the materials listed here. For your convenience, the names and addresses of the publishers are listed.*

Accidents

Illinois Traffic Accident Facts and Statistics, 1988. 1989. Illinois Department of Transportation, Division of Traffic Safety, 2300 S. Dirksen Pkwy., Room 319, Springfield, IL 62764. 35 pp.

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Beilock, R., Capelle, R. B. and Page, E. B. "Speed and Training Factors Associated with Heavy Truck Accidents." *Transportation Quarterly*, Box 2055, Westport, CT 0688-0055. Vol. 43, No. 4, October 1989, pp. 571-589.

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October Traffic Deaths Down 4%

BY MARY E. JOHNSTON and URSULA ZUEHLKE

TRAFFIC SUMMARY

Month	Deaths 1989	Deaths 1988	Change
October	4,320	4,500	−4%
10 months	39,170	40,580	−4%
12 months (Ending October, 1989)	47,590	48,850	−3%

MOTOR-VEHICLE deaths in October totaled 4,320, a decrease of four per cent from the October 1988 total of 4,500.

Deaths for the first 10 months of 1989 totaled 39,170, a decrease of four percent from the 1988 10-month total of 40,580.

Deaths for the 12-month period ending October totaled 47,590.

Disabling injuries for the first ten months of this year are estimated to be about 1,400,000. These are injuries resulting in disability beyond the day of the collision, and do not include minor injuries, which probably totaled as many more.

The cost of motor-vehicle collisions for the first ten months of this year is estimated at about $57 billion.

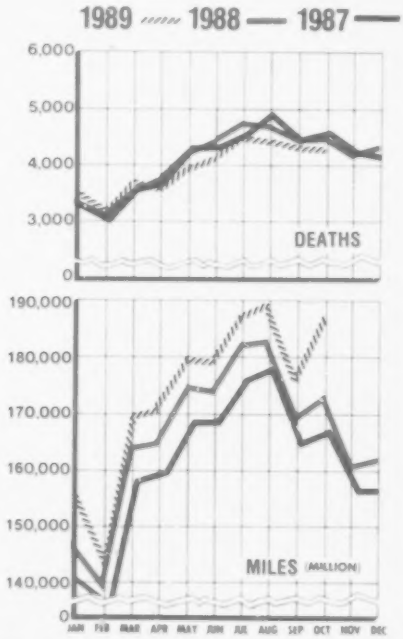
Based on preliminary vehicle mileage reports for this year, the estimated mileage death rate for the entire year is 2.4 (deaths per 100 million vehicle miles).

State Experience

Among the 45 states reporting October experience, 25 states had fewer deaths than in the preceding October, and 18 states and the District of Columbia showed increases in deaths. Two states showed no change in the number of fatalities. For the first 10 months, 30 states showed decreases in the number of deaths, while 14 states and the District of Columbia showed increases. One state showed no change in fatalities.

Rhode Island	−21%
Wyoming	−19%
New Jersey	−17%
Idaho	−15%
Tennessee	−15%
Maine	−14%
Kansas	−12%
Indiana	−10%
Vermont	−10%
Alabama	−9%
Illinois	−9%
Louisiana	−9%
Arizona	−7%
Minnesota	−7%
Hawaii	−6%
Kentucky	−6%
Oregon	−6%
South Carolina	−6%
Massachusetts	−5%
Michigan	−5%
North Carolina	−5%
Virginia	−5%
Iowa	−4%
Maryland	−4%
Missouri	−4%
Ohio	−3%
Washington	−3%
Utah	−2%
Wisconsin	−2%
Florida	−1%

MONTHLY MOTOR-VEHICLE DEATHS AND TRAFFIC TRENDS



Traffic Deaths By State

Deaths are reported by state traffic authorities. All figures are preliminary. To insure proper comparisons, 1987 and 1988 figures cover the same reporting period as those for 1989.

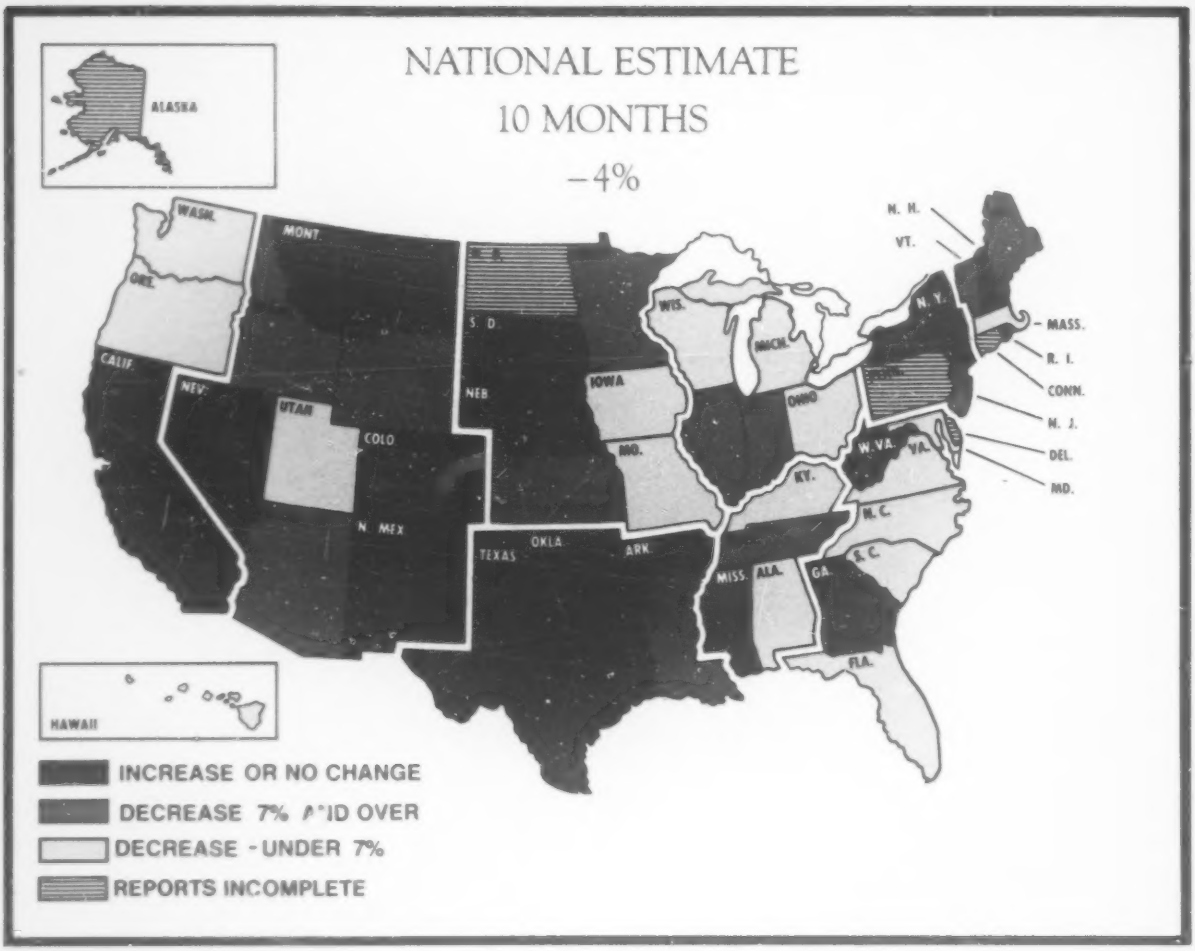
Population Rate: U.S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. U.S. population rate is based on July 1, 1989, population estimate; state population rates are based on July 1, 1988, population estimates, U.S. Bureau of Census, Washington, D.C.

States shown in CAPS have improved in 1989 compared with 1988.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

STATE NAME	MONTHS REPORTED	DEATHS IDENTICAL PERIODS 1989	1988	1987	PERCENT CHANGES 1988 TO 1989	1987 TO 1989	1989 POP. RATE	1989 MILE. RATE
Total U.S.	**10**	**39,170**	**40,580**	**40,130**	**– 4%**	**– 2%**	**19.3**	**2.4**
ALABAMA	10	834	837	921	– *%	– 9%	24.5	2.7
Alaska	9	58	69	56	–16%	+ 4%	14.7	1.7
ARIZONA	10	715	765	751	– 7%	– 5%	25.3	2.7
Arkansas	10	531	494	511	+ 7%	+ 4%	26.7	3.3
California	10	4,295	4,151	4,390	+ 3%	– 2%	18.6	2.2
Colorado	10	448	418	491	+ 7%	– 9%	16.3	1.9
Connecticut	8	252	305	270	–17%	– 7%	11.8	1.3
Delaware	8	72	115	95	–37%	–24%	16.8	1.7
D. of C.	10	68	53	44	+28%	+55%	13.1	2.4
FLORIDA	10	2,501	2,538	2,319	– 1%	+ 8%	25.0	2.8
Georgia	10	1,326	1,309	1,234	+ 1%	+ 7%	25.6	2.5
HAWAII	10	119	127	112	– 6%	+ 6%	13.2	1.9
IDAHO	10	197	233	219	–15%	–10%	23.7	2.6
ILLINOIS	10	1,400	1,543	1,361	– 9%	+ 3%	14.5	2.1
INDIANA	10	796	885	910	–10%	–13%	17.3	2.2
IOWA	10	433	452	404	– 4%	+ 7%	18.3	2.3
KANSAS	10	346	394	401	–12%	–14%	16.8	1.8
KENTUCKY	10	646	690	673	– 6%	– 4%	20.8	2.3
LOUISIANA	10	657	725	664	– 9%	– 1%	17.7	2.7
MAINE	10	171	198	193	–14%	–11%	17.3	1.7
MARYLAND	10	619	646	679	– 4%	– 9%	16.4	2.0
MASSACHUSETTS	10	549	576	543	– 5%	+ 1%	11.3	1.5
MICHIGAN	10	1,320	1,393	1,305	– 5%	+ 1%	17.2	2.0
MINNESOTA	10	481	515	438	– 7%	+10%	13.6	1.4
Mississippi	10	587	566	622	+ 4%	– 6%	26.8	3.1
MISSOURI	10	854	893	882	– 4%	– 3%	20.1	2.2
Montana	10	156	156	192	0%	–19%	23.1	2.2
Nebraska	10	242	225	246	+ 8%	– 2%	18.2	2.0
Nevada	10	252	239	230	+ 5%	+10%	30.0	3.1
New Hampshire	10	158	137	151	+15%	+ 5%	17.9	1.9
NEW JERSEY	10	707	854	808	–17%	–13%	11.1	1.4
New Mexico	10	441	421	484	+ 5%	– 9%	35.3	3.2
New York	10	1,763	1,724	1,840	+ 2%	– 4%	11.9	2.2
NORTH CAROLINA	10	1,229	1,289	1,312	– 5%	– 6%	23.0	2.3
North Dakota	9	52	80	75	–35%	–31%	10.3	1.1
OHIO	10	1,356	1,395	1,367	– 3%	– 1%	15.1	2.0
Oklahoma	10	550	541	485	+ 2%	+13%	20.2	2.1
OREGON	10	519	553	505	– 6%	+ 3%	22.9	2.8
Pennsylvania	8	1,213	1,135	1,221	+ 7%	– 1%	15.2	2.1
RHODE ISLAND	10	85	107	84	–21%	+ 1%	10.3	1.7
SOUTH CAROLINA	10	812	865	908	– 6%	–11%	28.4	2.7
South Dakota	10	134	115	114	+17%	+18%	22.7	2.4
TENNESSEE	10	879	1,037	986	–15%	–11%	21.7	2.5
Texas	10	2,758	2,754	2,604	+ *%	+ 4%	19.7	2.1
UTAH	10	257	263	261	– 2%	– 2%	18.4	2.4
VERMONT	10	89	99	101	–10%	–12%	19.5	1.9
VIRGINIA	10	838	881	856	– 5%	– 2%	17.0	1.7
WASHINGTON	10	631	652	648	– 3%	– 3%	16.7	1.9
West Virginia	10	390	383	402	+ 2%	– 3%	24.7	3.1
WISCONSIN	10	677	693	672	– 2%	+ 1%	16.9	1.8
WYOMING	10	104	128	106	–19%	– 2%	25.5	2.1
Puerto Rico†	10	386	476	501	–19%	–23%	17.0	—
Virgin Islands†	10	7	15	12	–53%	–42%	15.1	—
— CANADIAN PROVINCES —								
Alberta	10	398	384	420	+ 4%	– 5%	30.2	
British Columbia	9	408	417	402	– 2%	+ 1%	25.7	

†Not included in the TOTAL U.S. death count or rates.
*Less than 0.5%.



MOTOR-VEHICLE DEATHS AND CHANGES
TOTAL U.S.

	Deaths				Percentage Changes				
					Corresponding Month			4 Months Moving Avg.+	
Month	1986	1987	1988	1989	1987-1989	1987-1988	1988-1989	1987-1988	1988-1989
January	3,274	3,230	3,310	3,450	+ 7%		+ 4%		+ 2%
February	2,814	3,000	3,130	3,150	+ 5%		+ 1%		+ 2%
March	3,559	3,520	3,610	3,640	+ 3%		+ 1%		+ 4%
April	3,607	3,580	3,720	3,500	− 2%		− 6%		− *%
May	4,331	4,270	4,220	3,870	− 9%		− 8%		− 4%
June	4,460	4,280	4,320	4,080	− 5%		− 6%		− 5%
July	4,704	4,470	4,710	4,440	− 1%		− 6%		− 6%
August	4,895	4,880	4,610	4,390	−10%		− 5%		− 6%
September	4,197	4,380	4,450	4,330	− 1%		− 3%		− 5%
October	4,244	4,520	4,500	4,320	− 4%		− 4%		− 4%
10 Months	40,085	40,130	40,580	39,170	− 2%		− 4%		
November	3,920	4,200	4,010			− 5%		− 2%	
December	3,860	4,070	4,410			+ 8%		+ 1%	
TOTAL	47,865	48,400	49,000	47,590[1]		+ 1%			

The 1986 figures are from the National Center for Health Statistics. The 1987, 1988, and 1989 figures are National Safety Council estimates.

The 1989 national estimate is arrived at by assuming that the percentage change from 1988 to 1989 in the states reporting for both years reflects the 1988-1989 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures here for 1989 may differ slightly from figures for the same months that will be published in future issues of TRAFFIC SAFETY.

+ Four Months Moving Average is based on changes between the totals for four months instead of one month. For example, the October figure shows the change between the totals for July-October 1988 and July-October 1989, etc. Adding several months together tends to smooth out single month changes, which may be affected by differences in the number of weekends in a month from one year to the next, random variations, etc.

[1]Deaths for the 12-month period ending October 1989.

* Less than 0.5%.

CONFERENCE ANNOUNCEMENT

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